



Parks, Recreation, Open Space and Pathways Master Plan Update



**Findings
Presentation
November 4, 2015**



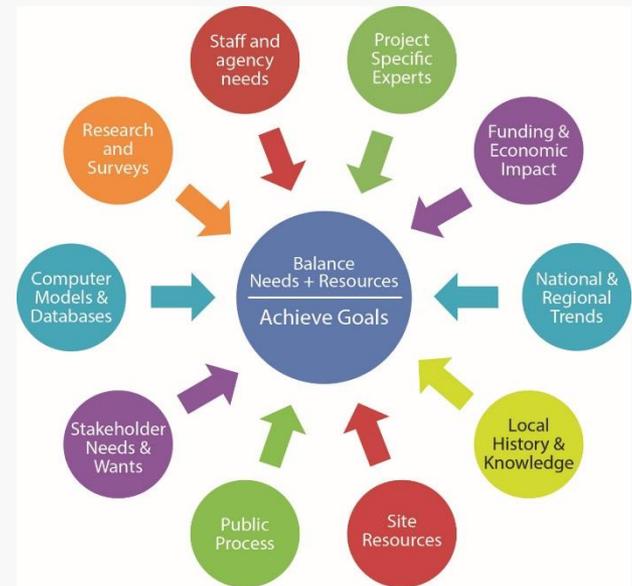
Agenda

- ❑ **Process**
- ❑ **Focus Group**
- ❑ **Demographics**
- ❑ **Survey Results**
- ❑ **Level of Service**
- ❑ **Key Issues**
- ❑ **Recurring Themes**
- ❑ **Q & A**



Process

- ❑ Strategic Kick-off
- ❑ Community Input
 - ❑ Focus Groups
 - ❑ Stakeholder Meeting
 - ❑ Survey
 - ❑ **mySidewalk**
- ❑ Inventory
- ❑ Level of Service Analysis
- ❑ **Findings Presentation**
- ❑ **Visioning Workshop**
- ❑ Operational & Maintenance Analysis
 - ❑ Program & Other Service Provider Analysis
 - ❑ Organizational Analysis
- ❑ Draft Recommendations Presentation
- ❑ Draft & Final Plan Presentation



Focus Group Summary

45 - participants

5 - Focus Groups

Stakeholder Interviews

Public Meeting



Strengths

- Green space and trees
- Visual appeal
- Lakes
- Senior Center
- Staff
- Park Maintenance
- Creative and resourceful in providing services
- Maitland Community Park
- Fiscally responsible
- Programming – Farmer's Market
- Tennis program – Mayo Park



Areas of Improvement

- Connectivity and multiuse paths
- Communication / Marketing
- Access to lakes
- East/West connection / recreation deserts (I-4 divide)
- Interpretative and educational signage
- Wayfinding signage
- Funding and dedicated revenue for Parks and Recreation
- Disconnect between Park Maintenance and Leisure Services
- Parking at parks
- Implementation of park plans (Quinn Strong Park)



Improvements To Existing Facilities

- Implement deferred maintenance plan
- Signage and Wayfinding
- Connectivity to parks and region
- Safe access to our parks
- More indoor activity
- Public art throughout the community and parks
- Provide better access to water resources
- Upgrades to Quinn Strong Park
- Rubberize middle school track (lots of use by residents)
- Resurface the tennis courts
- Underpass connecting Horatio and Minnehaha needs to be more attractive and safer



Underserved Portions Of Community

- West of I-4
- NW side (north of Maitland Blvd)
- Bicyclists and pedestrians
- South of Lake Avenue (area)
- Ridgewood Area (people want to walk here)
- Tweens (5-9th grade)
- Skateboarders
- Dog owners – off leash facilities
- Youth school age in general (K-9)
- Seniors



New Facilities/Amenities

- Neighborhood park west of I-4
- Bikeways/bike paths – no paths within Maitland to other places/communities
- Recreation center
- Park Downtown
- Lake access
- Spray Park downtown
- Skateboard Park/Facility
- Quinn Strong Park Development
- Wayfinding for parks and other cultural resources
- Outdoor stages/performance area at parks – permanent



Key Issues / Values

- Strong sense of community
- Embrace, support greenspace and trees – commitment to greenspace
- Community wants to be involved
- Cultural amenities
- Not a drive thru community
- Connectivity – a connected community
- Meshing with the cultural groups in Maitland
- Money/budgetary considerations
- Preservation of Lakes (blueways)
- Traffic (safety and congestions)
- Parking at the Parks
- Development and redevelopment in the downtown core
- Connections to SunRail station
- Consideration for office parks on the west side (day time)



Top Priorities

- Take care of what we have – infrastructure
- Family-friendly connectivity
- Dedicated funding source as number 1
- Communication and Marketing
- Wayfinding / Interpretative markers
- Access to lakes
- Welcoming central cultural corridor
- Downtown Park
- Appropriate staffing
- West side park
- Public Art
- Environmental sensitivity



Demographics Profile

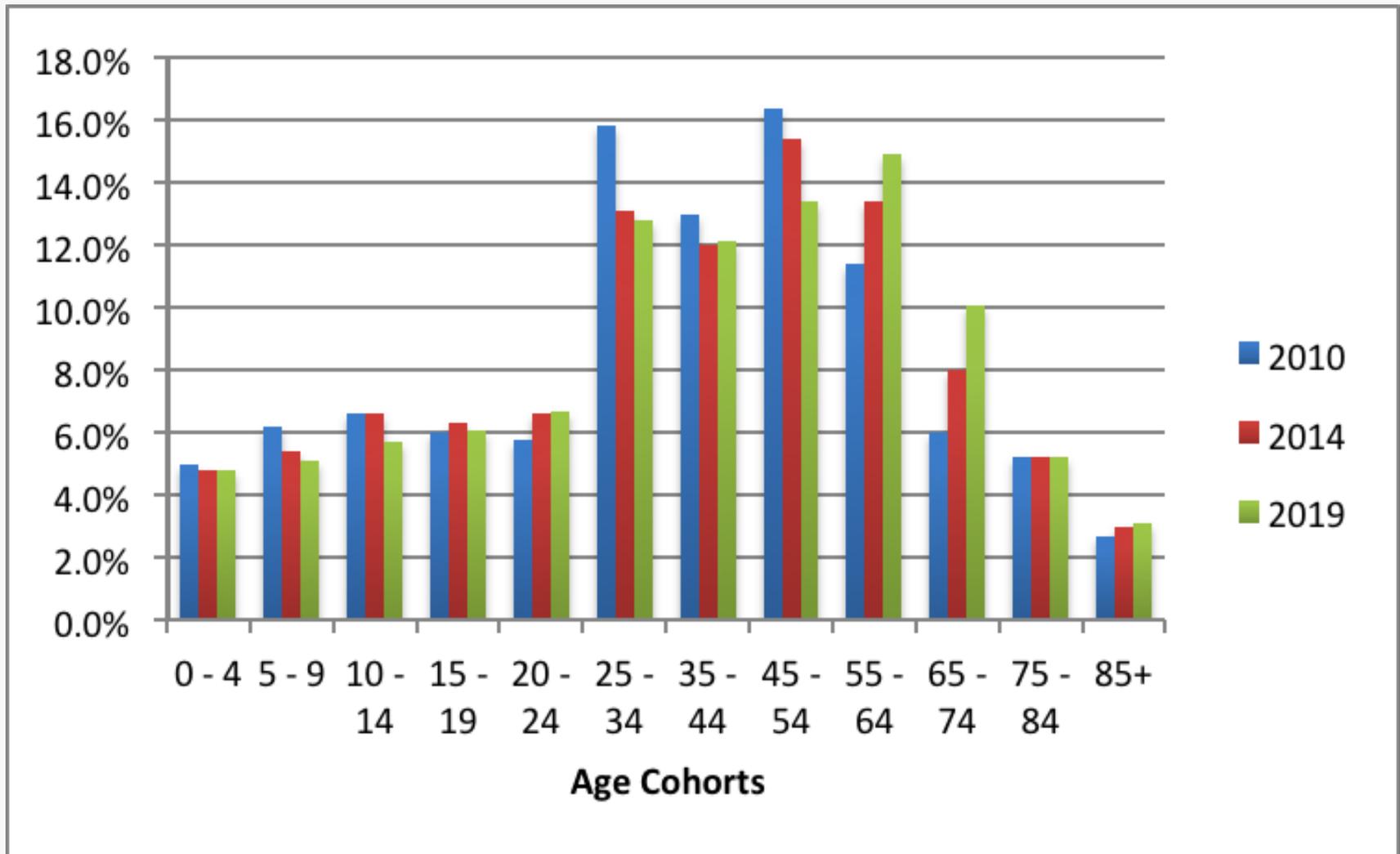
Summary Demographics from ESRI	
Population	16,767
Households	7,385
Average Household Size	4,308
Median Age	41.1
Median Household Income	\$59,100

Demographic Projections

US Census (2000 and 2010) and ESRI Projections

2000 Population	14,723
2010 Population	15,751
2014 Estimated	16,767
2020 Projected	19,032
2025 Projected	20,920

Age Demographic Profile



Survey Results

Methodology

Survey Methods

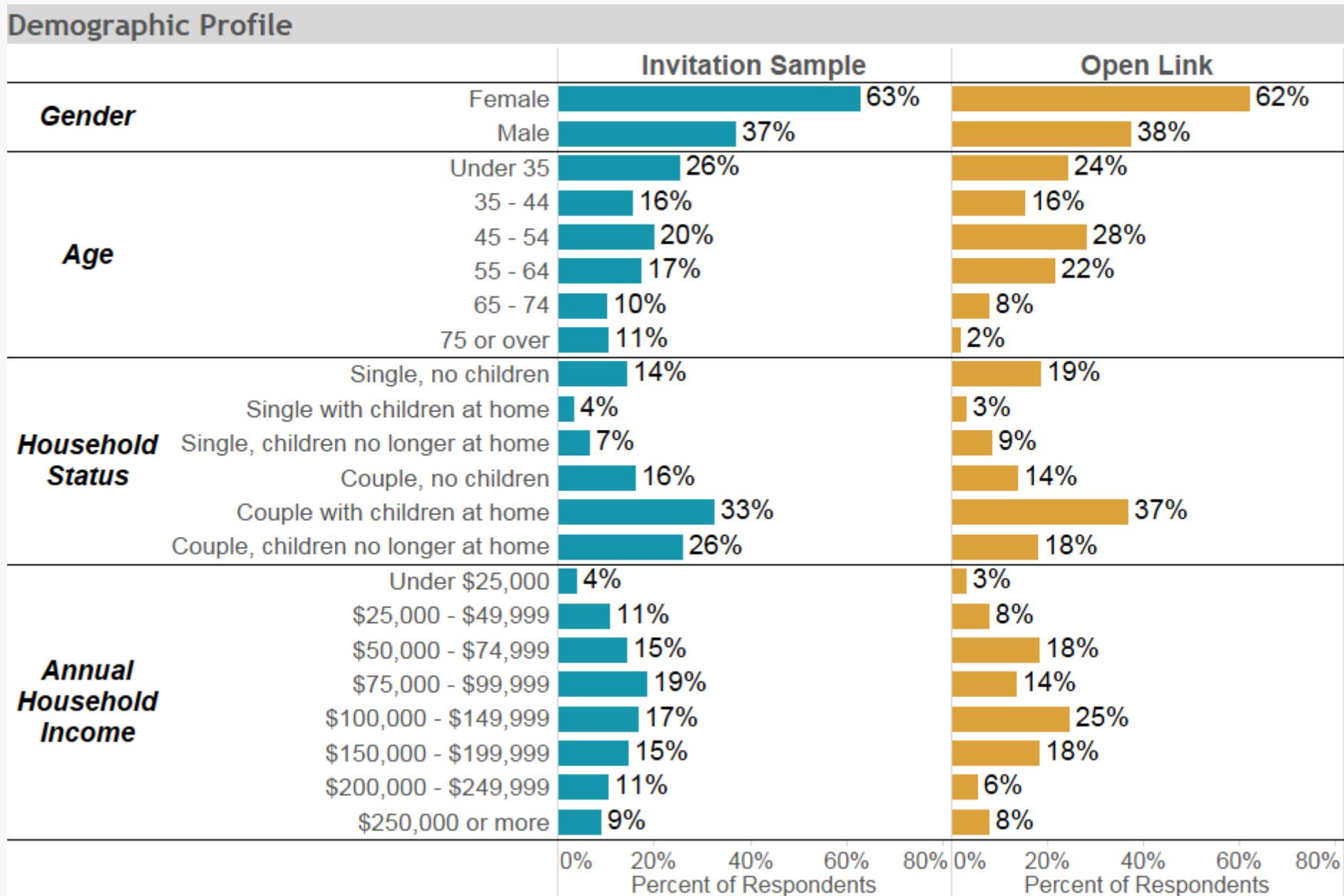
- Randomly mailed survey
- Distributed geographically
- Open-link online survey for anyone not in random mailing

Survey Response

- 3,500 surveys randomly distributed to residents
- 421 undeliverable, net 3,079
- Final sample size was 334 / 10.8%
- Open link response 245
- Total 666

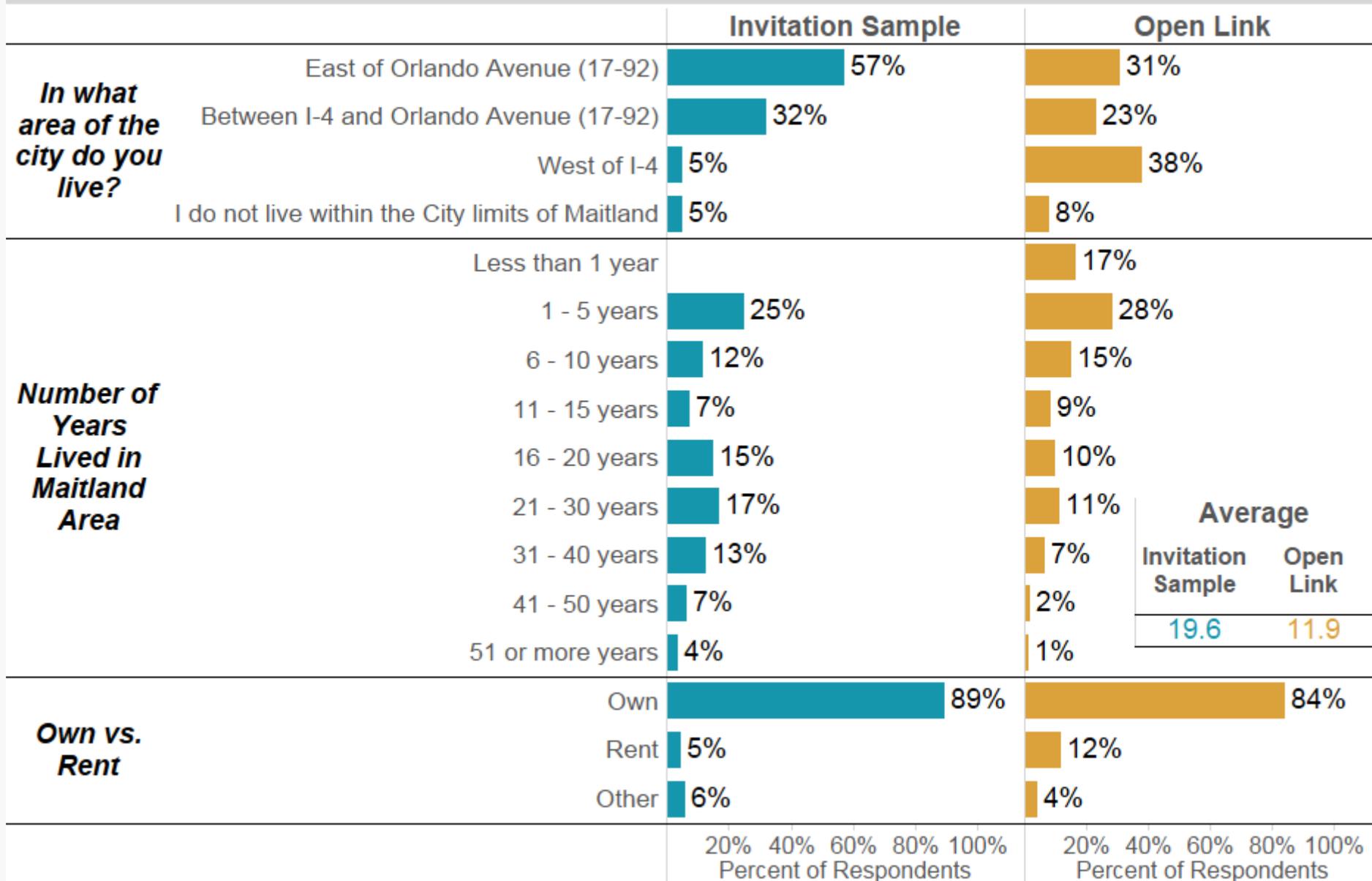


Demographic Profile



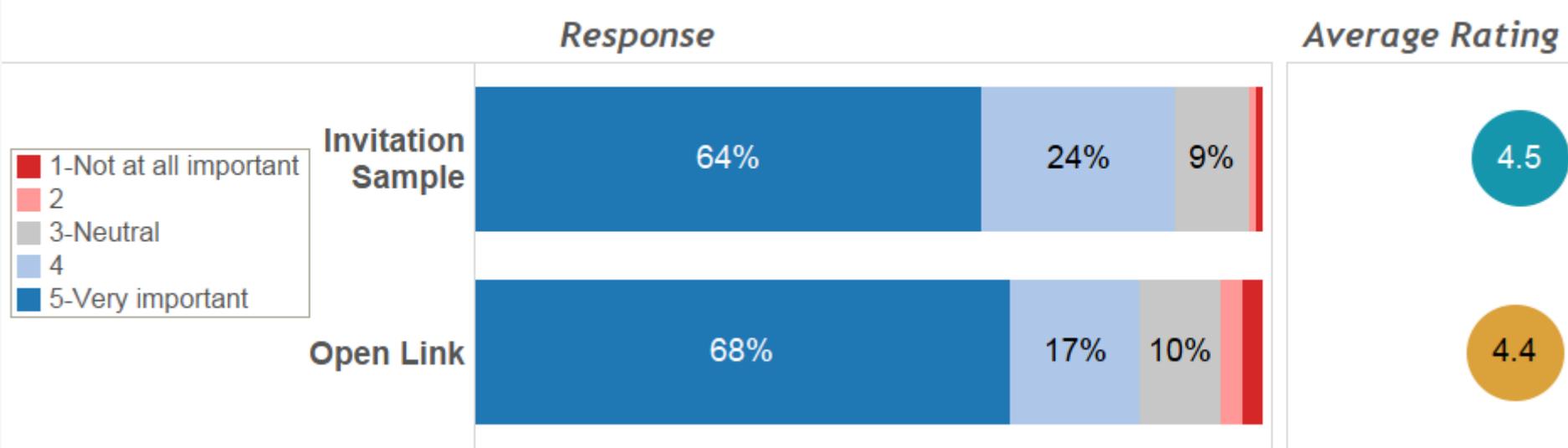
Residential Profile

Residential Profile

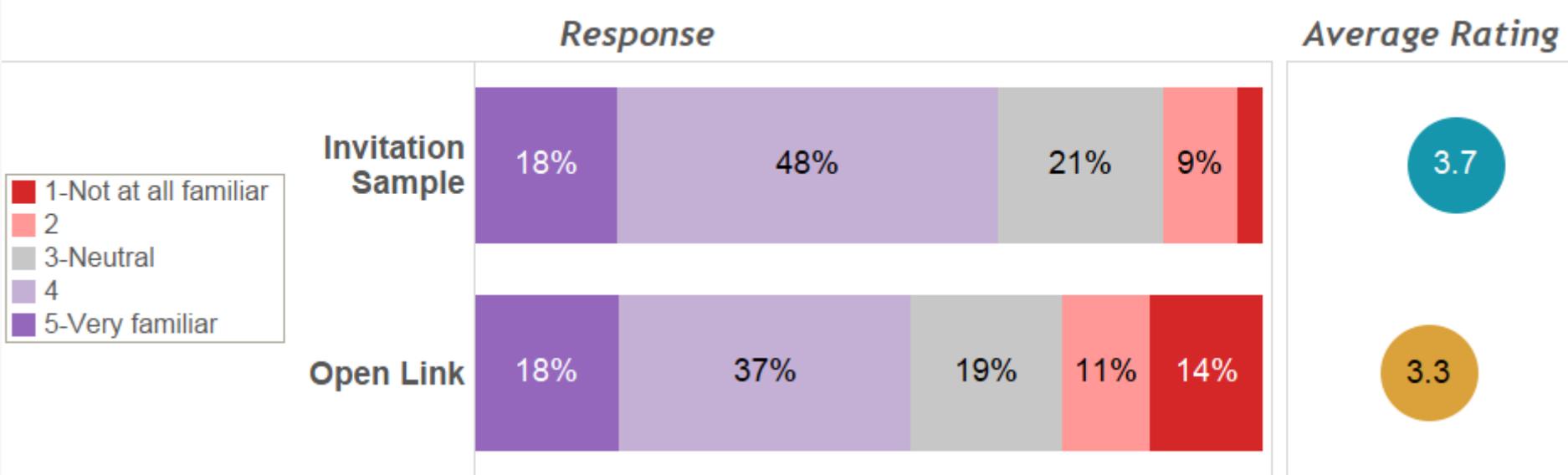


Importance of Availability

Importance of Availability of Local Parks & Recreation Activities

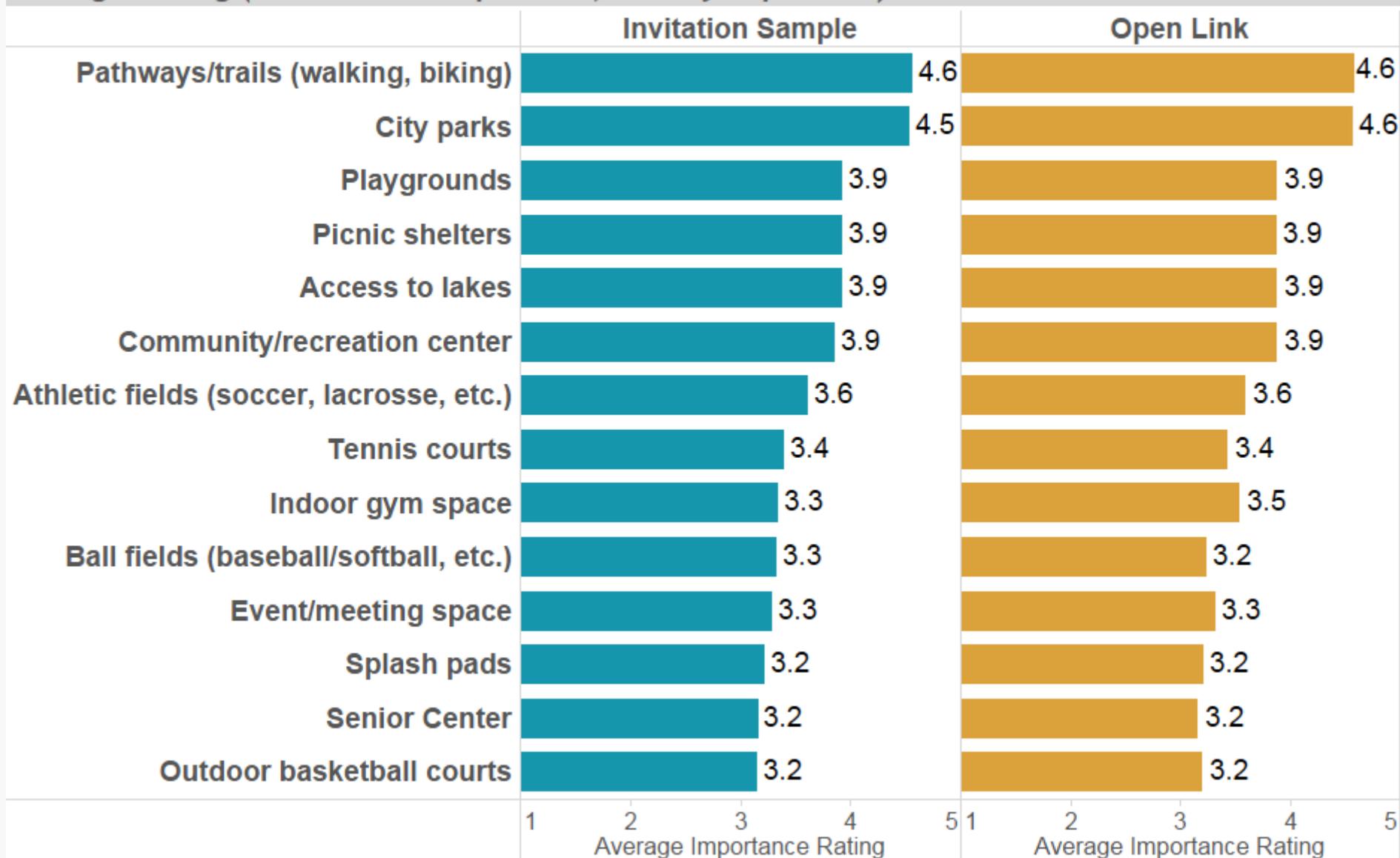


Familiarity with Maitland Parks & Rec. Facilities, Programs, and Services



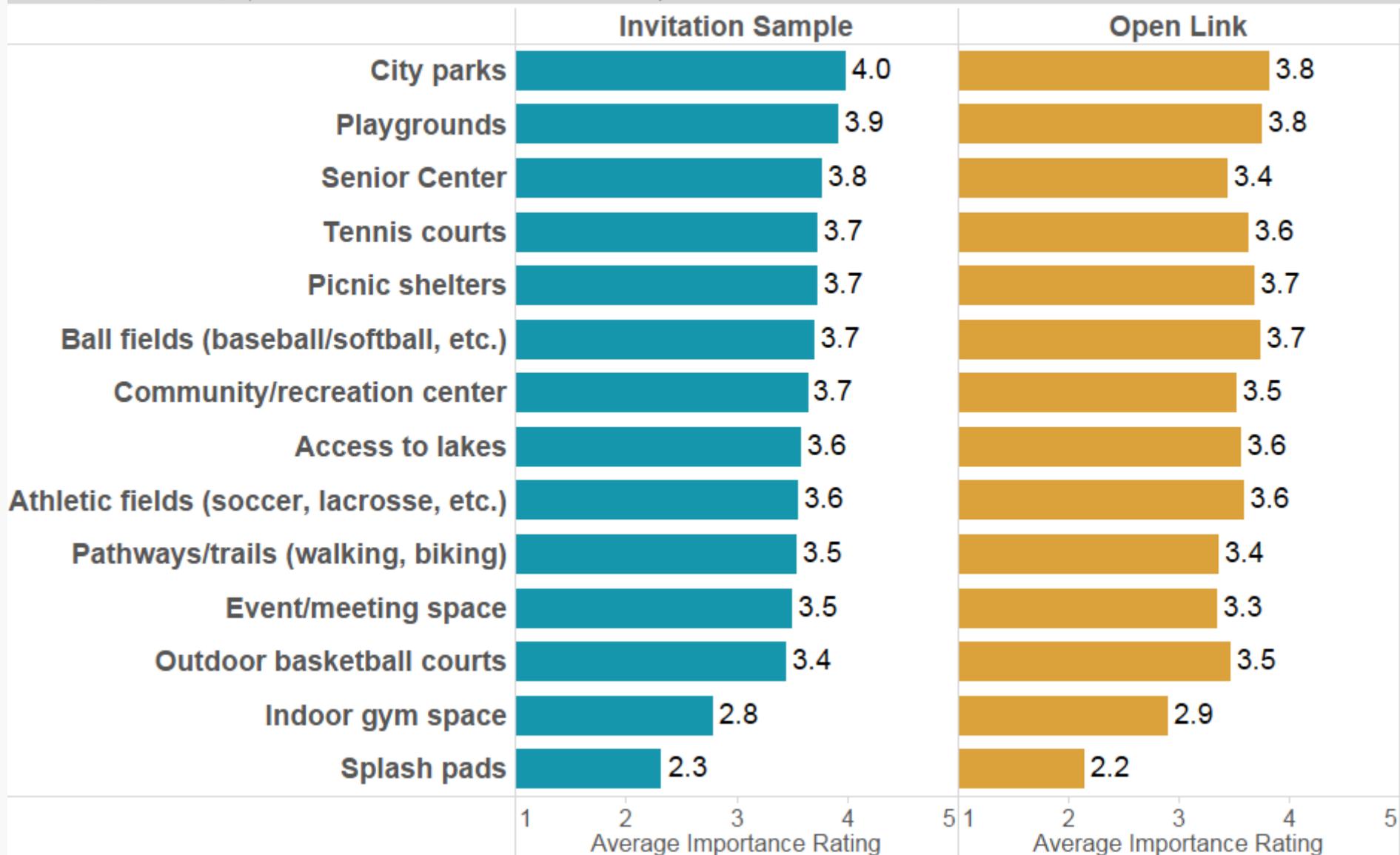
Importance of Facilities

Importance of MPRD Facilities to Household
Average Rating (1=Not At All Important, 5=Very Important)



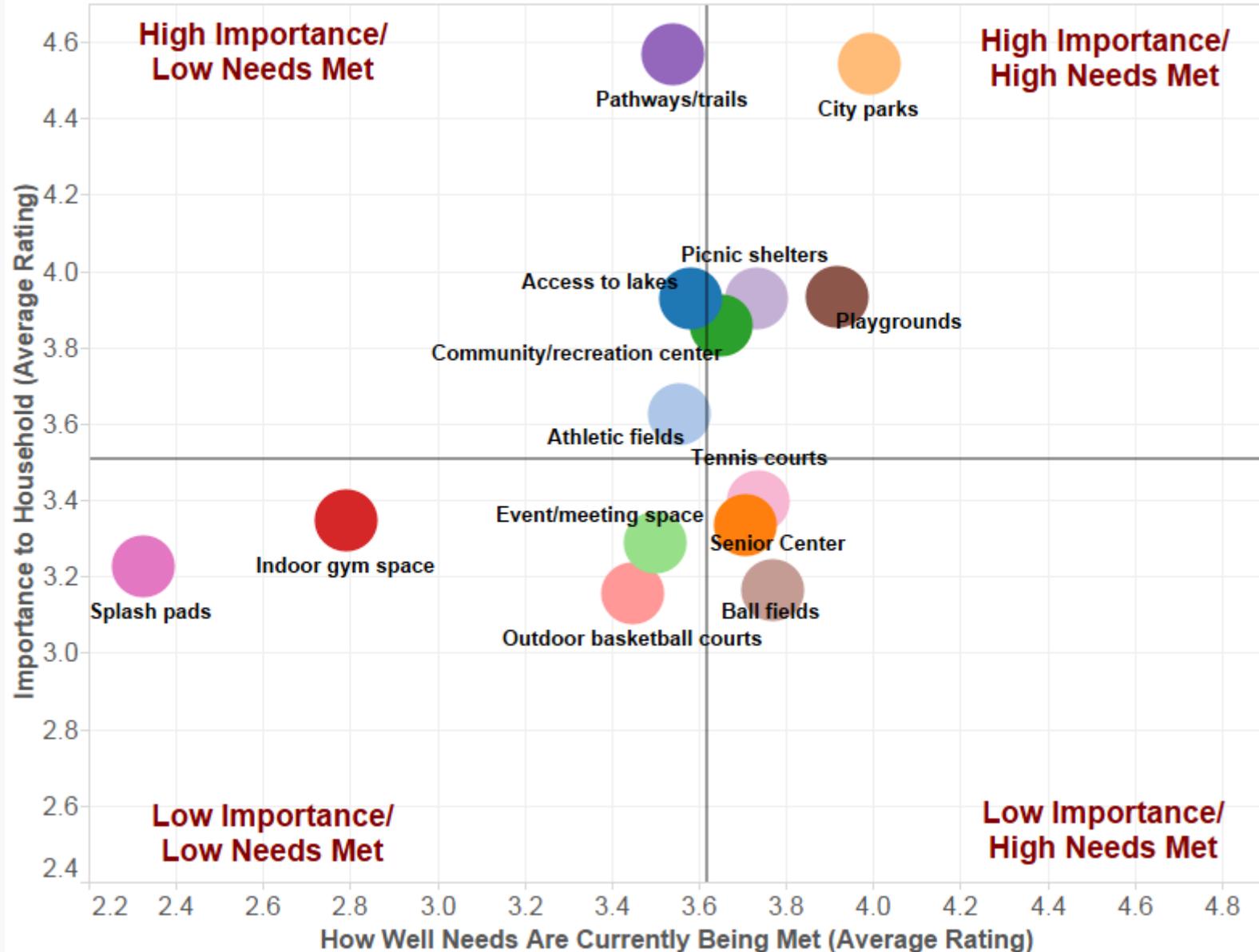
Needs Met Facilities

Degree to Which MPRD Facilities Meet the Needs of the Community
Average Rating (1=Not At All, 5=Completely)



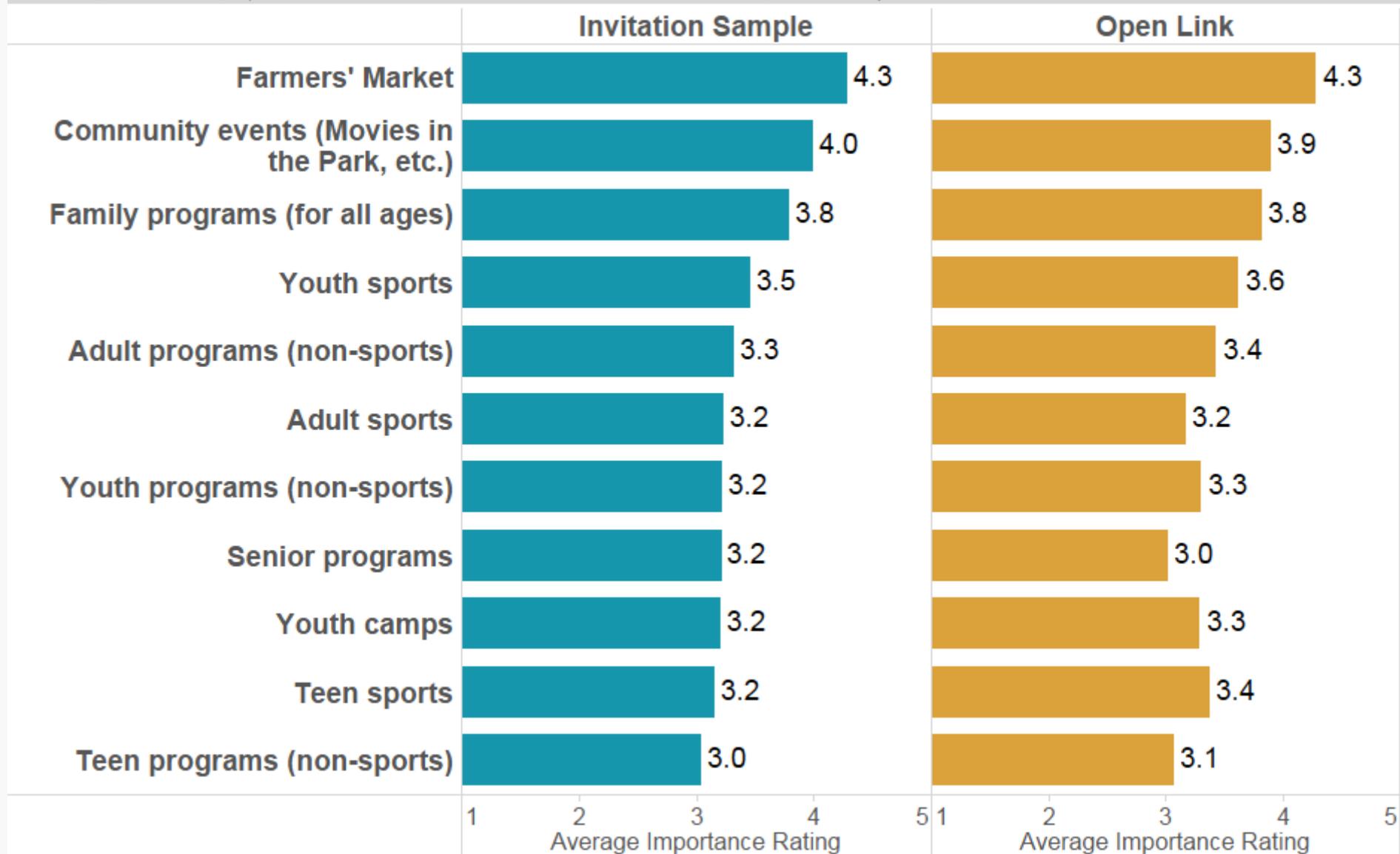
Importance vs Needs Met Facilities

Level of Importance vs. Needs Met for Current MPRD Facilities



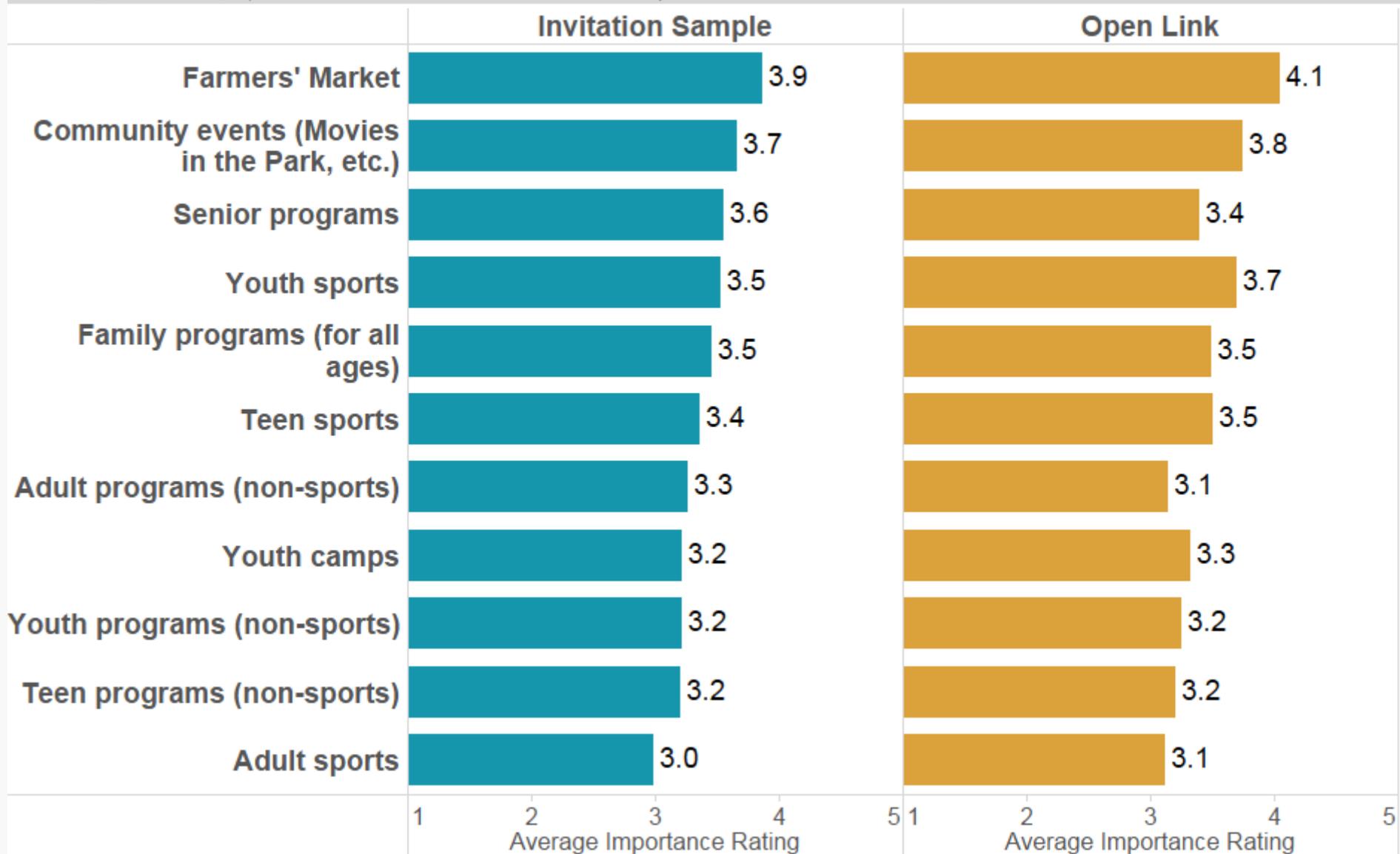
Importance of Programs

Importance of MPRD Programs to Household
Average Rating (1=Not At All Important, 5=Very Important)



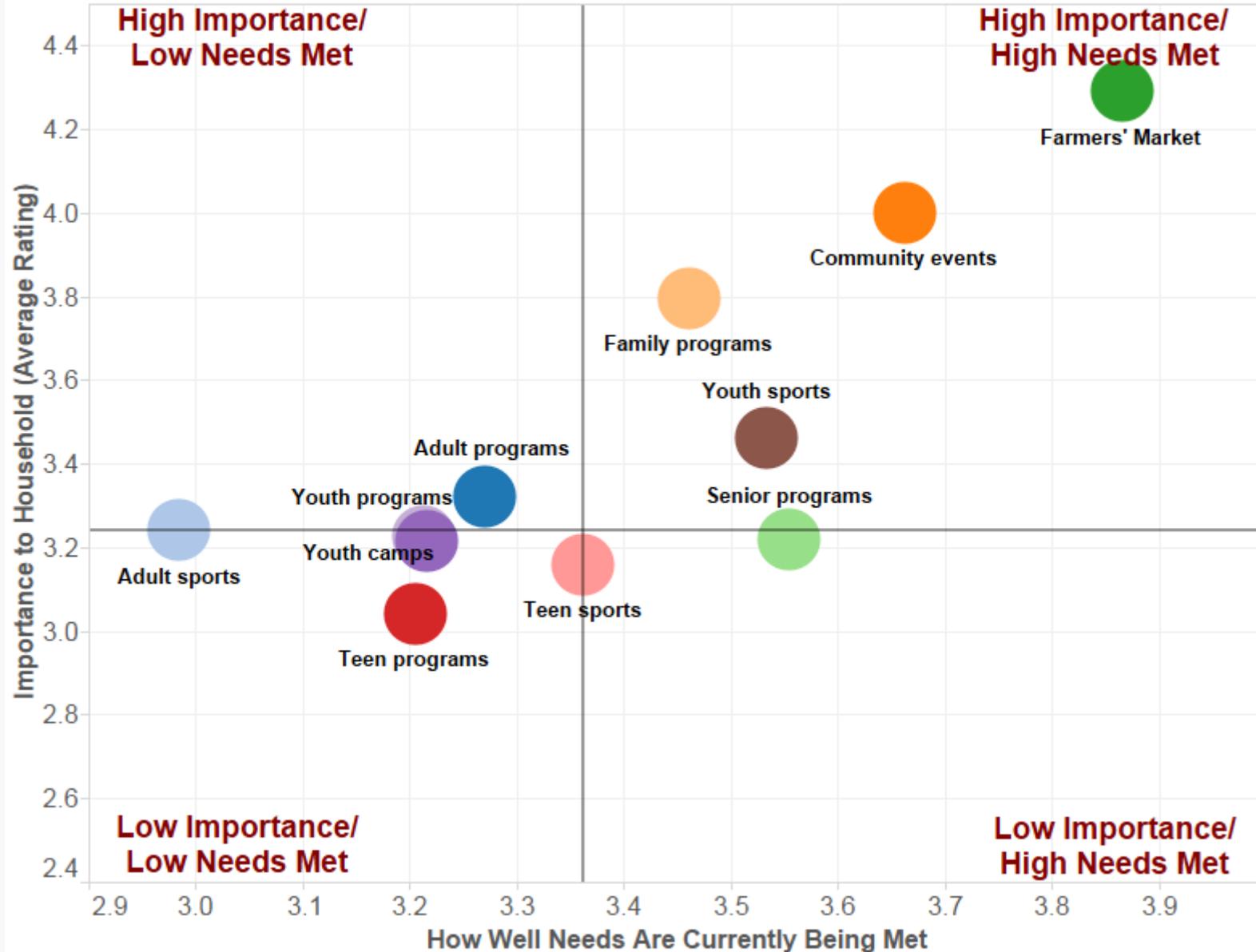
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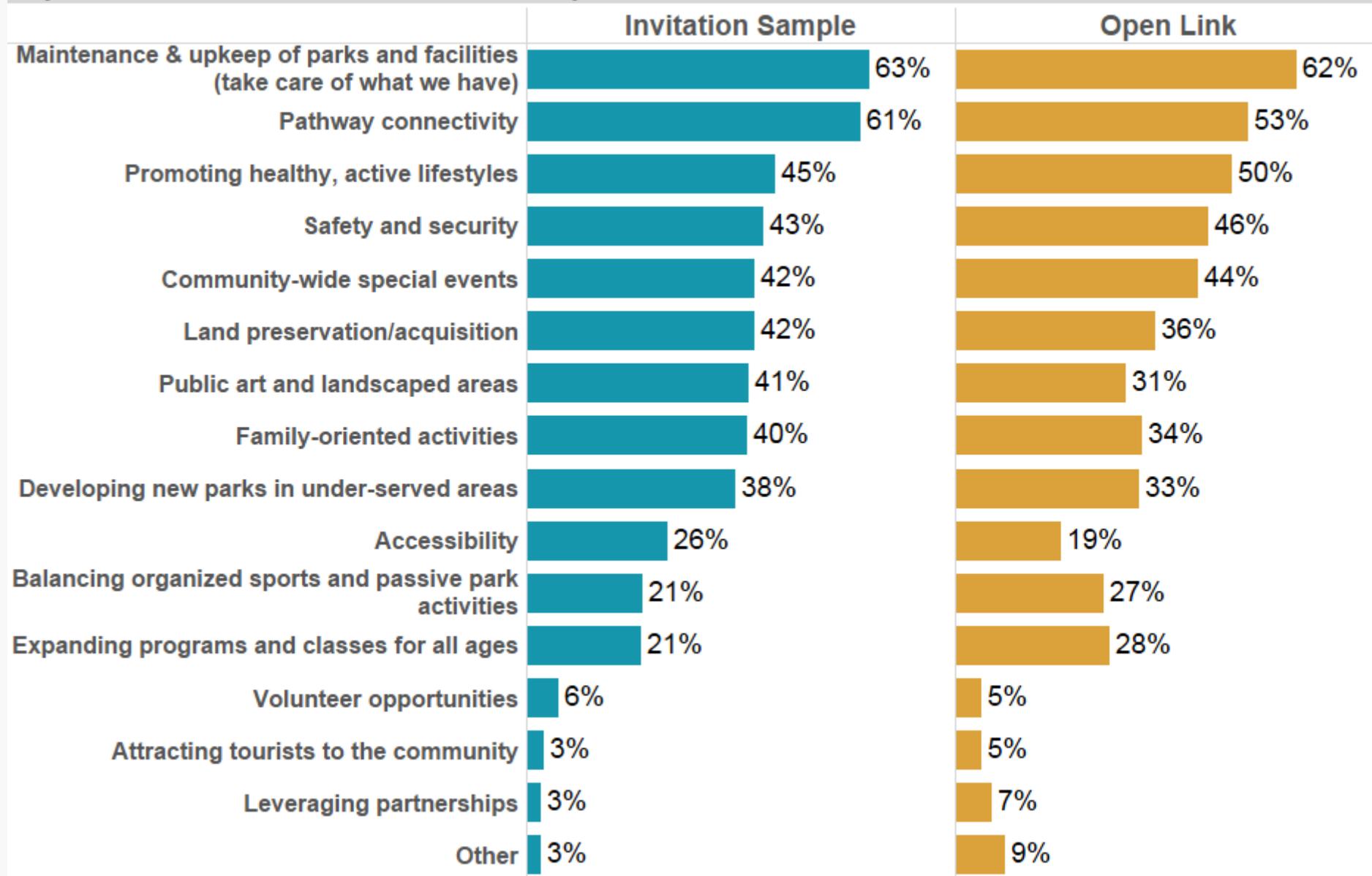
Importance vs Needs Met Programs

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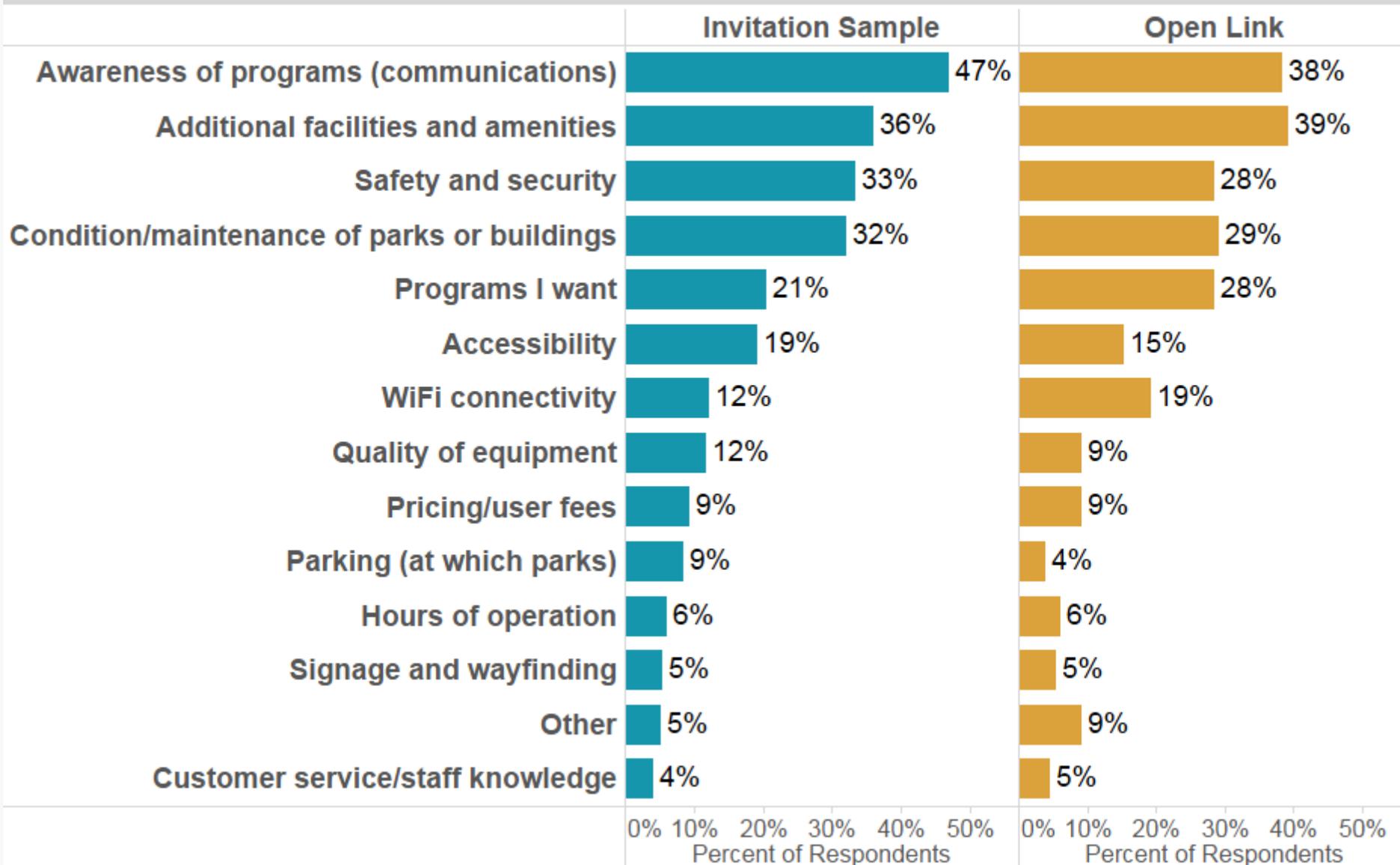
Top Five Areas of Focus

Top Five Areas the Leisure Services Department Should Focus On



Top Three Areas to Increase Use

Three Most Important Areas That, If Addressed by the City, Would Increase Use of MPRD Facilities



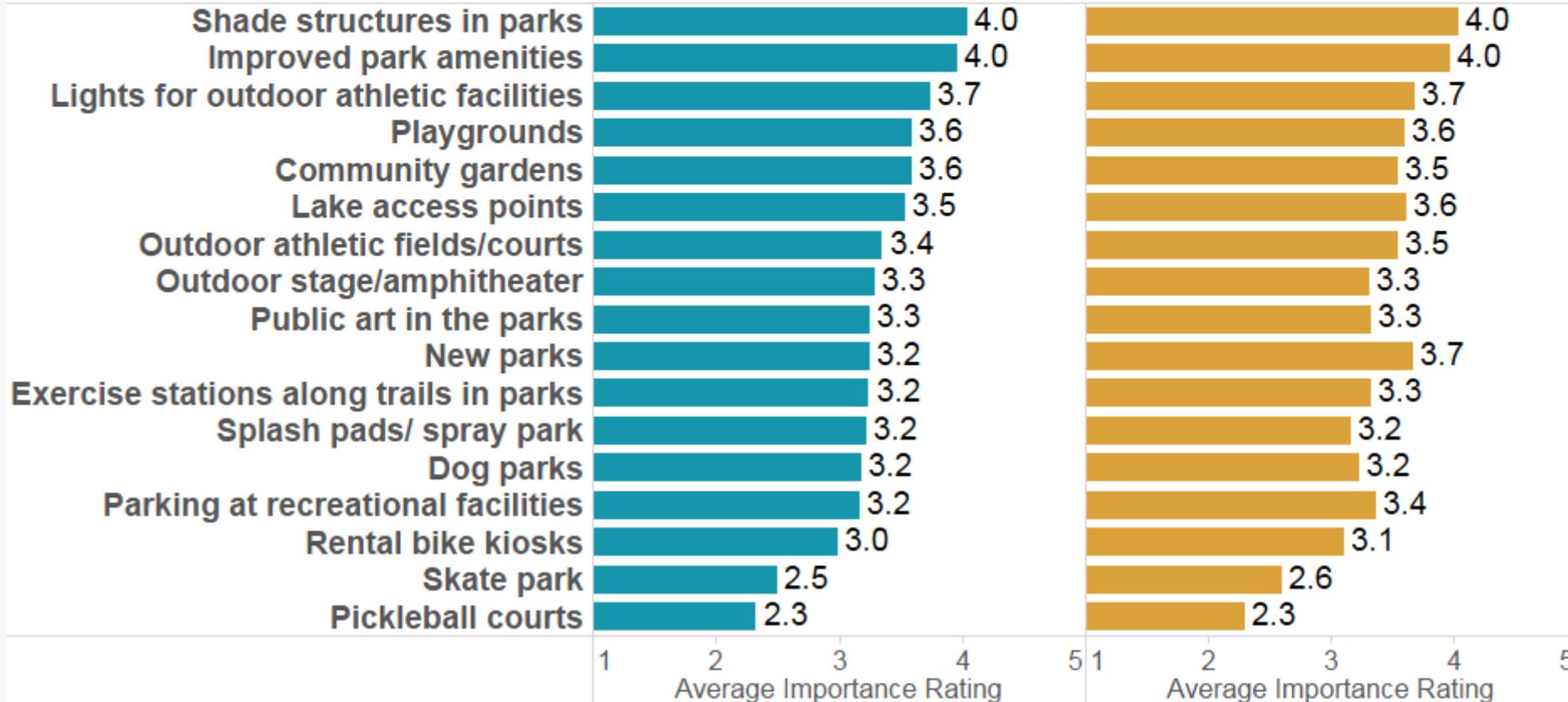
Importance to Add, Expand or Improve

Importance of Adding, Expanding, or Improving MPRD Facilities
Average Rating (1=Not At All Important, 5=Very Important)

Indoor Facilities

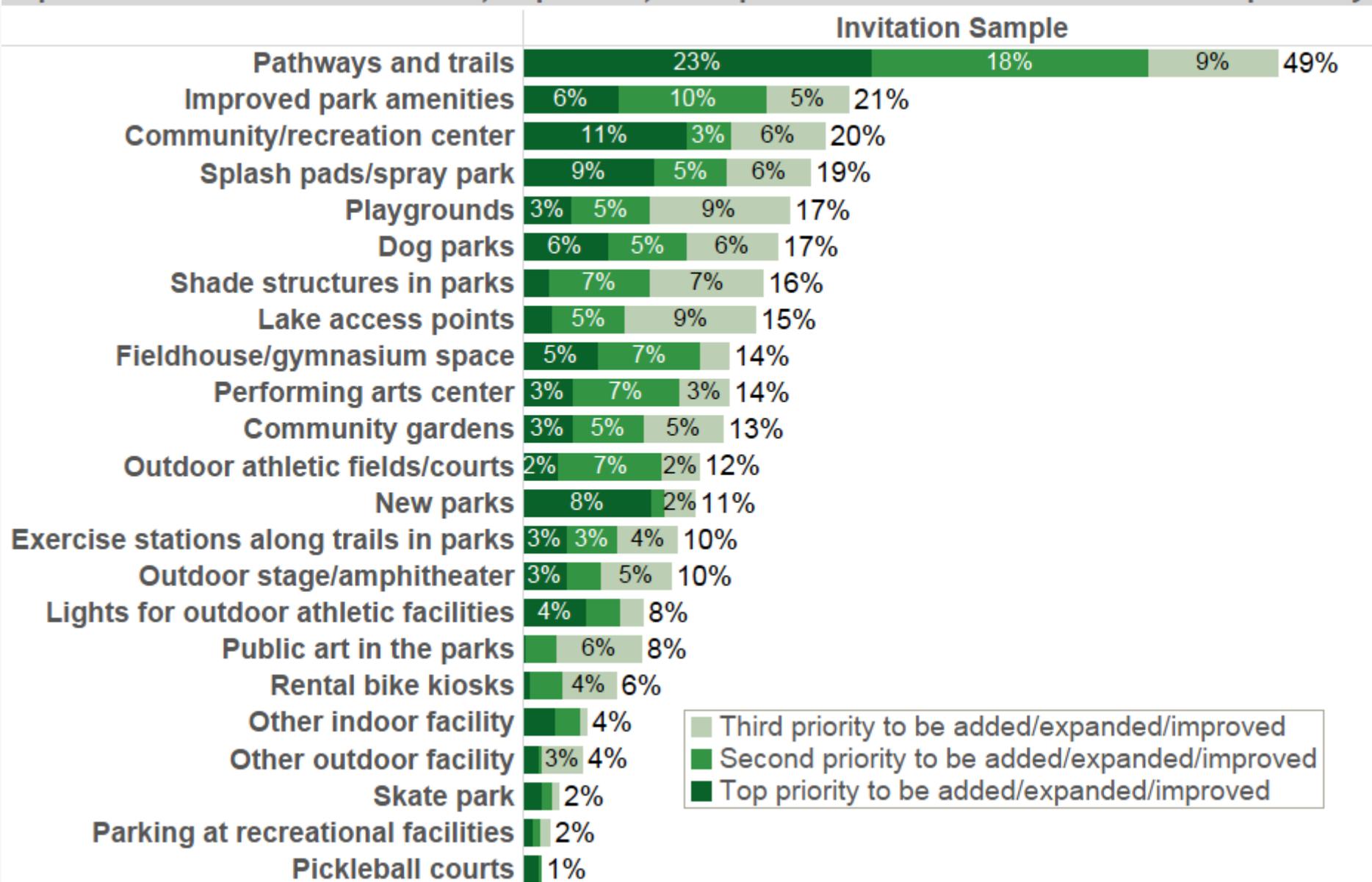


Outdoor Facilities



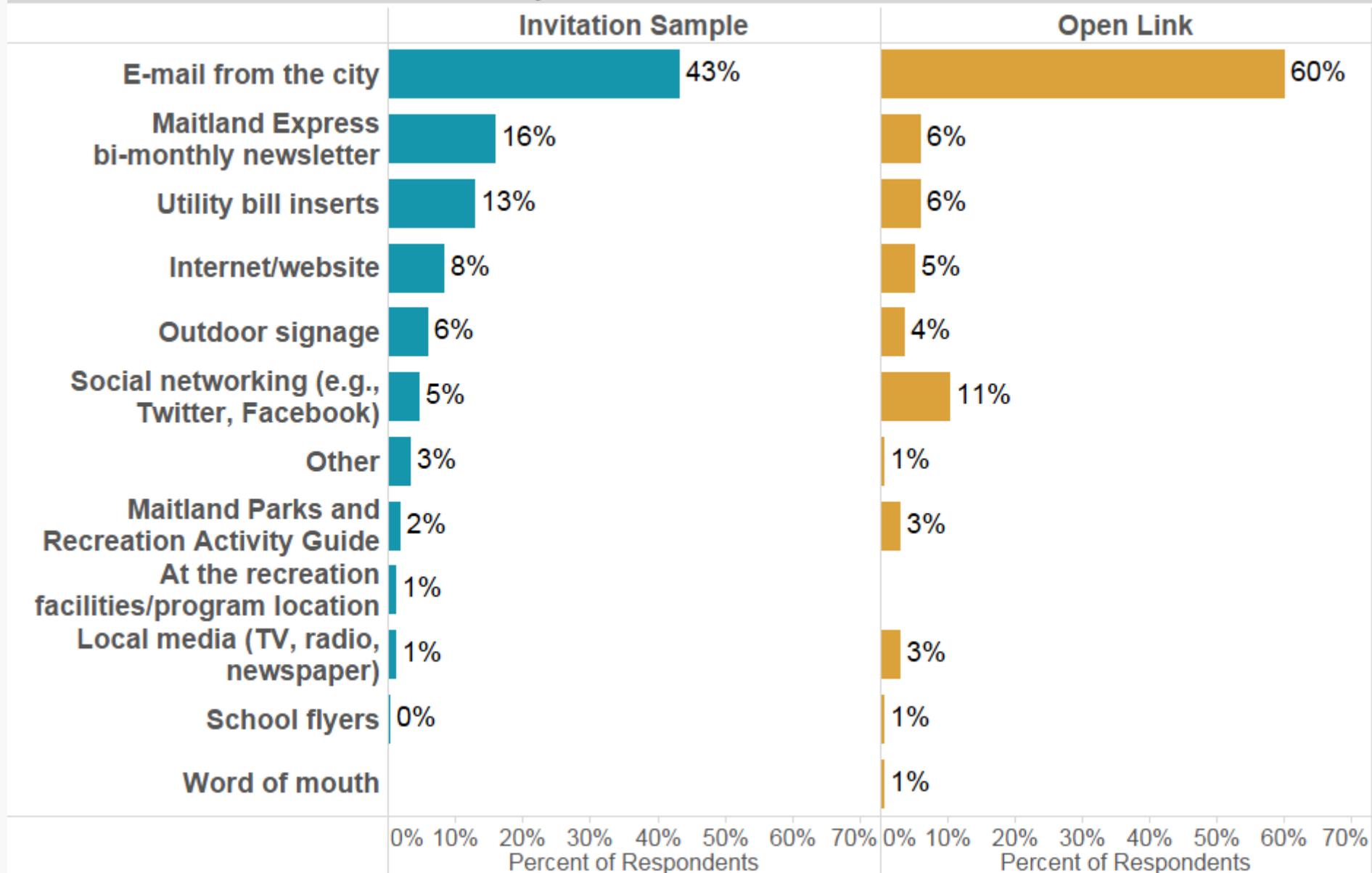
Top Three Priorities

Top Three Priorities to be Added, Expanded, or Improved in Maitland - Invitation Sample Only



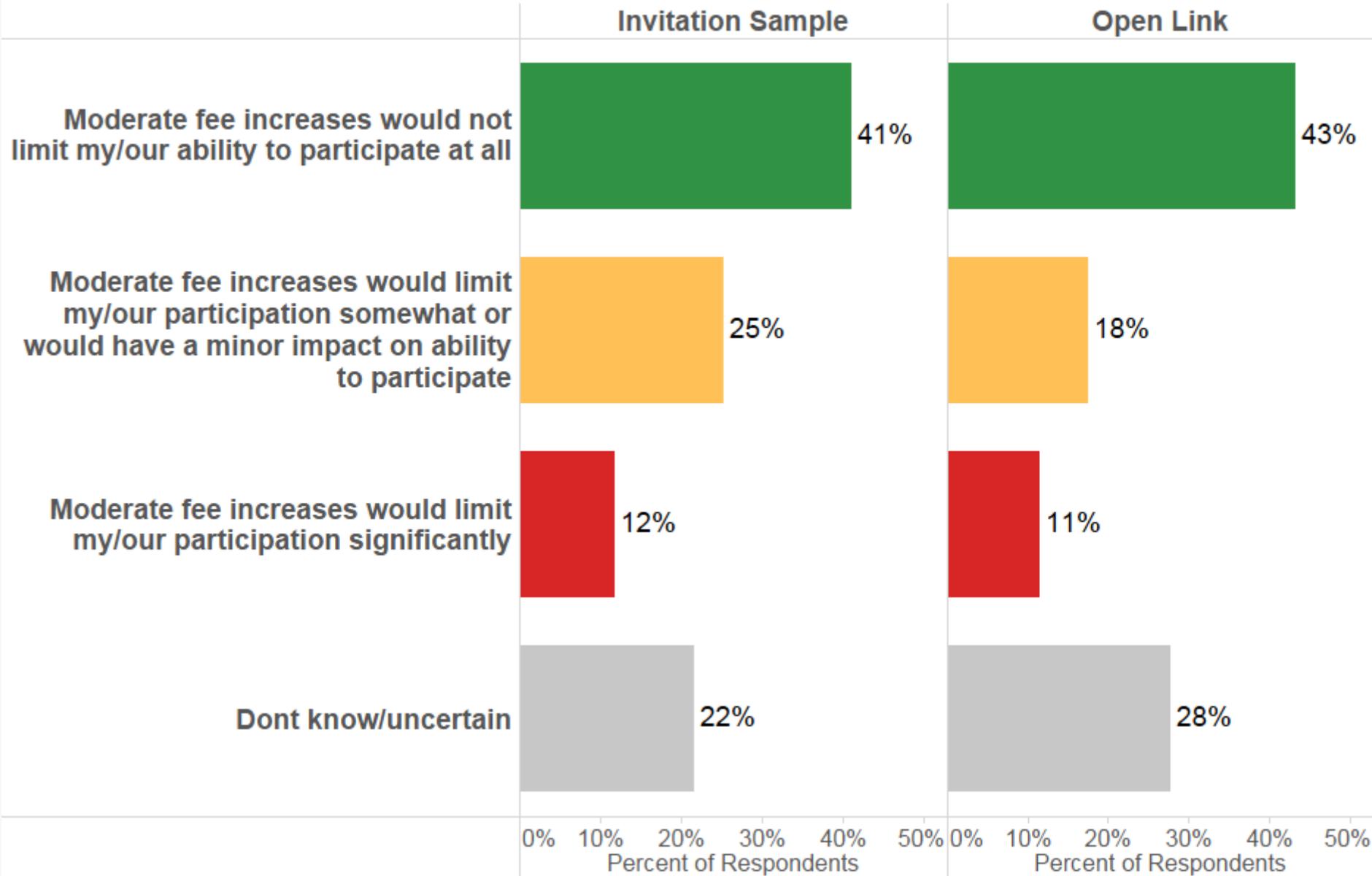
Best Way to Communicate with You

How can we best communicate with you?



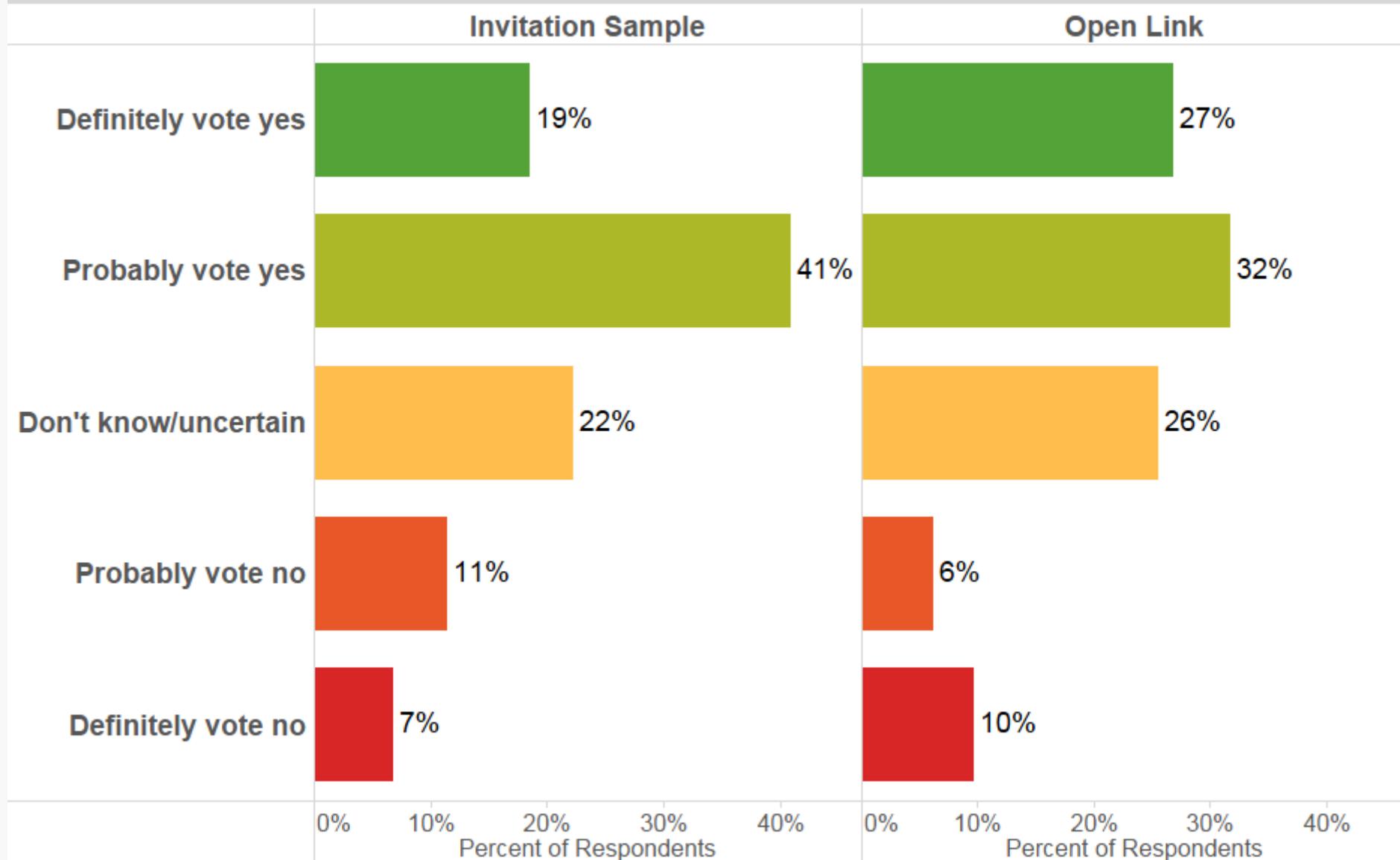
Impact of Fee Increases

Impact of Fee Increases on Parks & Recreation Participation



Support Bond Referendum

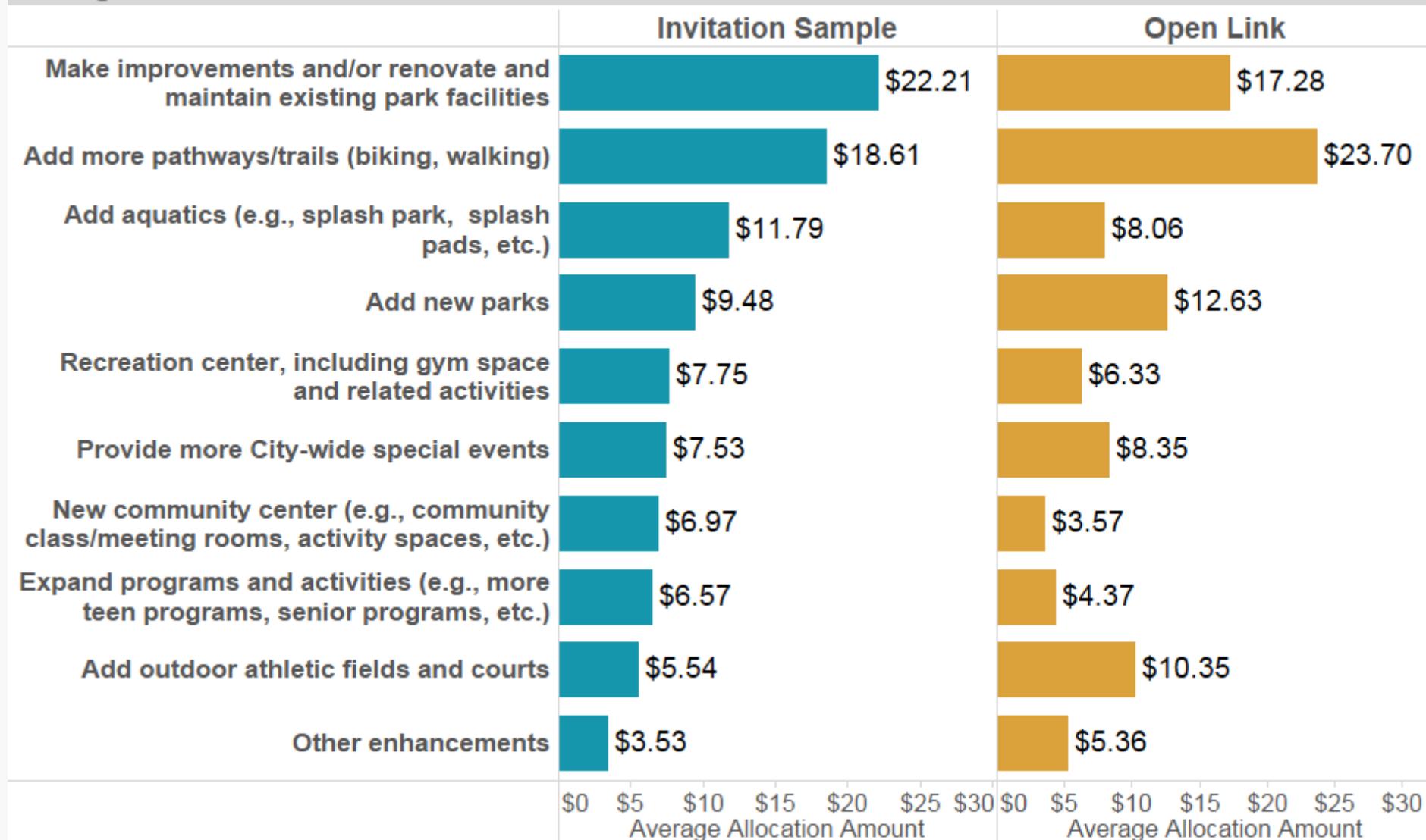
How likely would you be to support a Bond Referendum that includes funding for parks and recreation enhancements?



How would you spend \$100?

If you had \$100 to spend on parks and recreation facilities, services and/or programs, how would you allocate that \$100 across the following categories?

Average Allocation Amount



Inventory

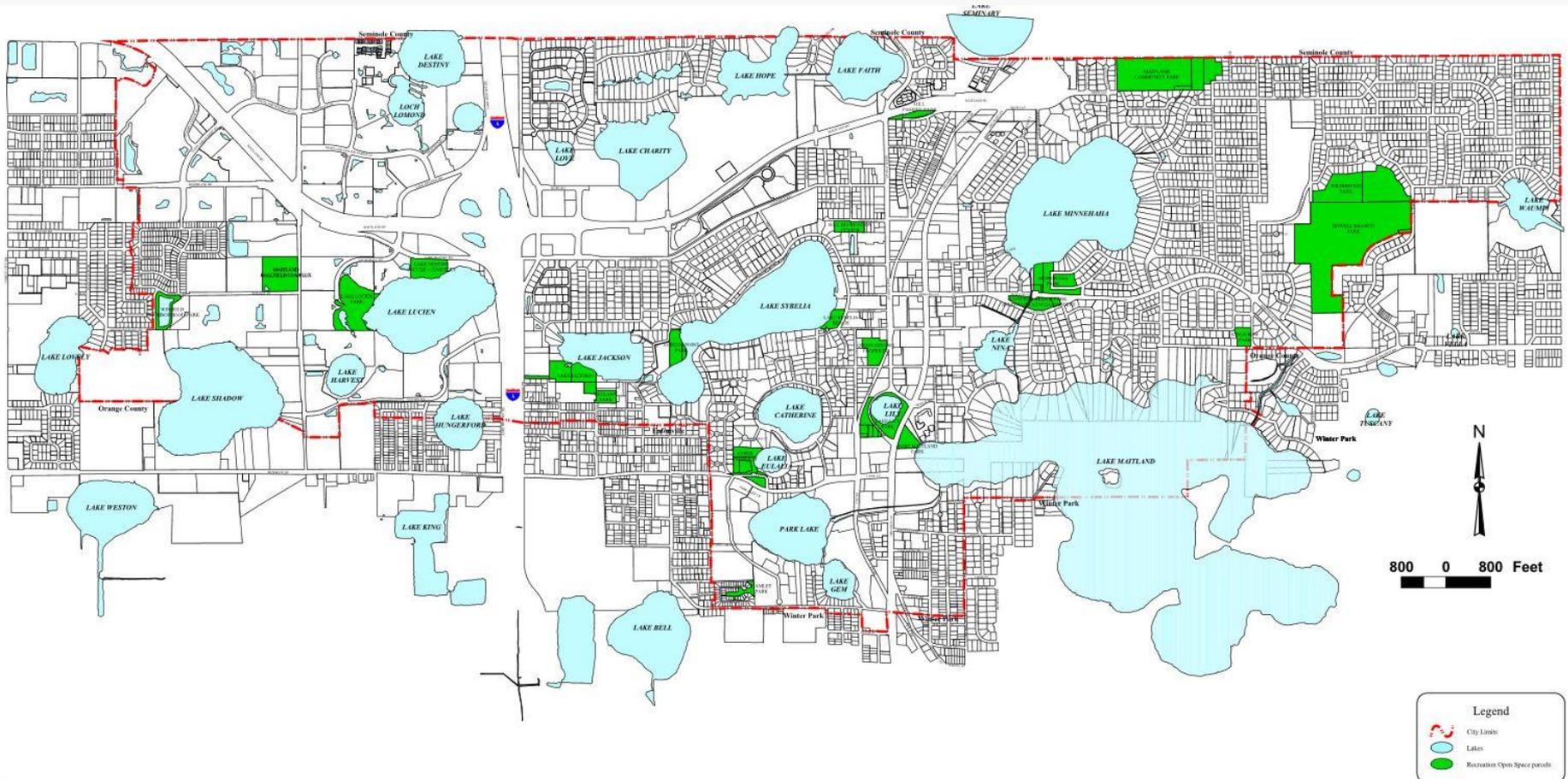
The Level of Service (LOS) analysis process involves a detailed inventory of public physical assets such as park amenities available for City residents, how the existing LOS as adopted in the City's Comprehensive Development Plan (CDP) is being met, as well as comparing existing infrastructure to the needs of residents expressed during public input.

Park Inventory Process and Grading

- Use GIS as a tool to analyze aerial imagery and parcel data to identify and map the City's parks
- Site visits were performed for each of the parks to photograph and verify the quantity and condition of the existing amenities.
- Park Amenities Matrix was generated to quantify each park's total amenities.
- Amenities Report was created to grade the individual park amenities and the overall grade for each park. The grading scale is as follows:
 - 1 – Does not meet expectations for general parks function
 - 2 – Meets expectations
 - 3 – Exceeds expectations

Inventory

The existing inventory of the entire City's park land is represented below in green, the city's lake system in blue and the current city limits is designated by the dashed red line. It consists of developed and undeveloped land



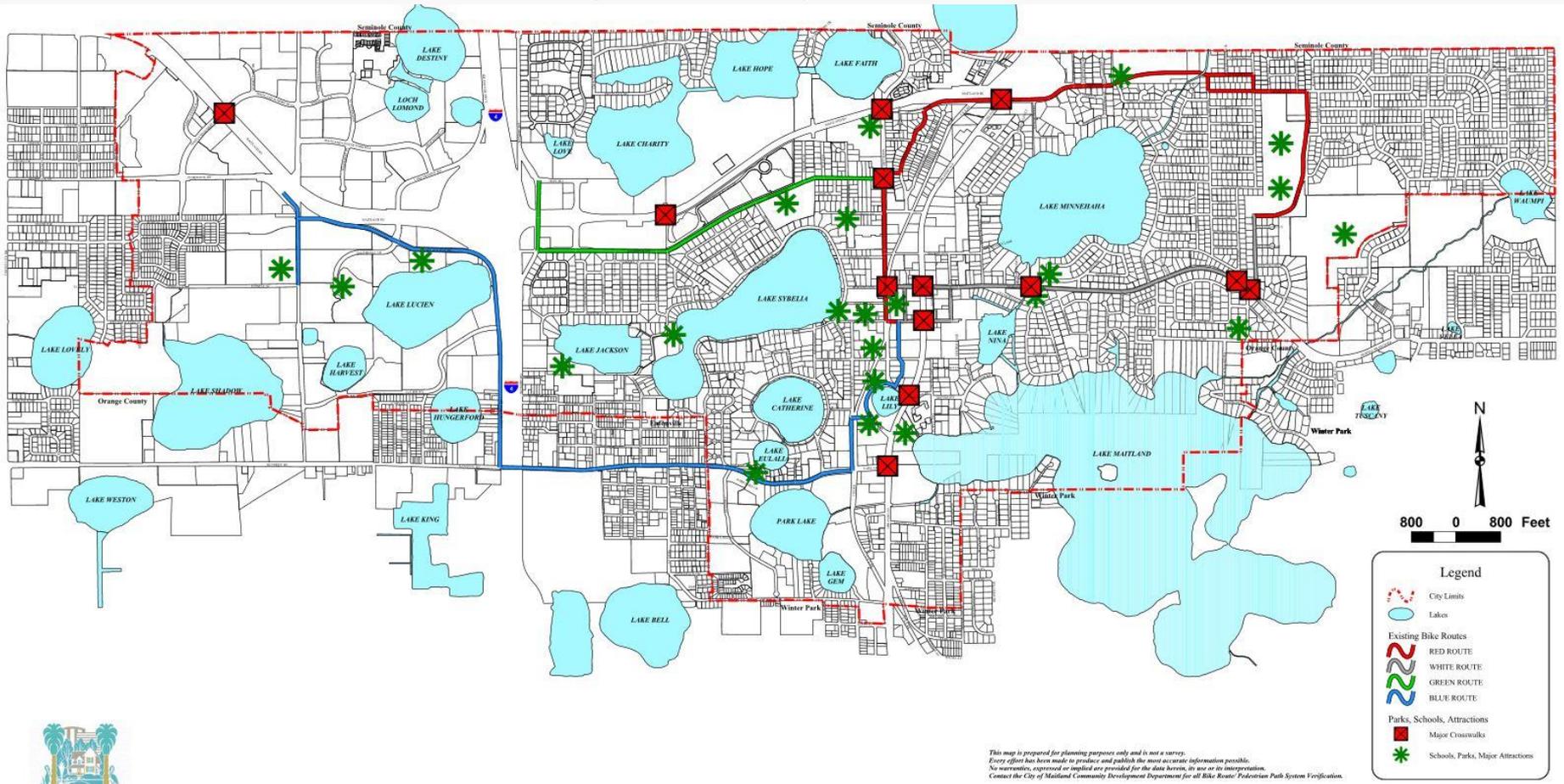
Inventory Summary

		Covered Bridge Park				
		Quantity	Accessible	Lights	Design & Ambiance Score	Base Score
<u>Rating</u>					3	
<u>Amenities</u>						
	Drinking Fountains	0				1
	Seating - Benches	2	Y			2
	BBQ grills	0				1
	Dog Station	0				1
	Security Lighting	0				1
	Bike parking	1				3
	Restroom with plumbing	0				1
	Shade		Y			3
	Connection to trails/ greenways	Y				1
	Internal Trail/ Sidewalk systems	Y				3
	Boardwalk					
	Park Access	4	Y			3
	Parking (on site)					
	Automobile	0				1
	Boat trailer					
	Seasonal Plantings					Y

Example of the Park's Inventory Analysis Matrix

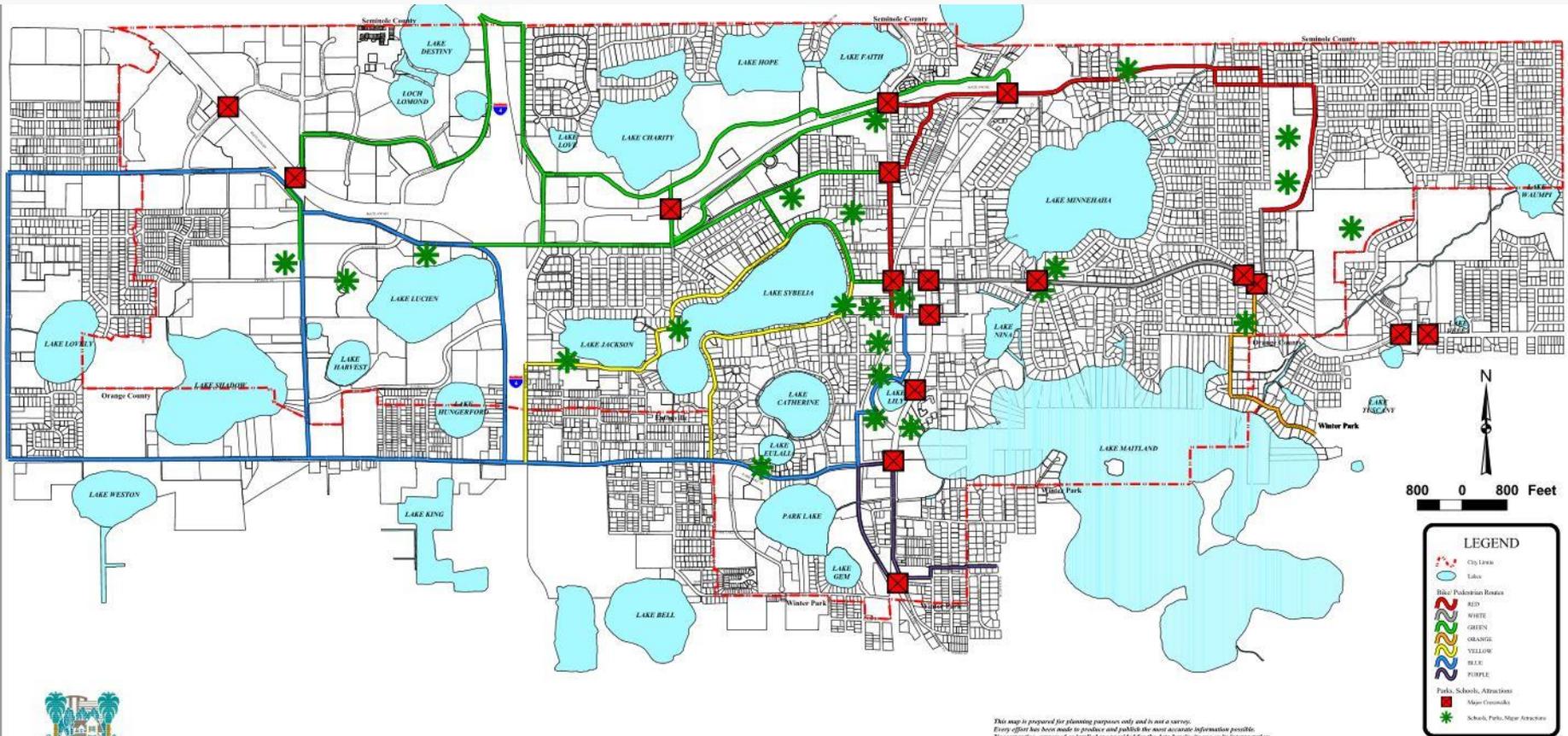
Inventory

The City's CDP map showing the EXISTING bike path system is shown below. It is made up of the 'Red', 'White', 'Green', and 'Blue' routes, as represented below. It is a combination of 'on road' bike lanes and bike paths which connect the city's schools, parks & attractions (green asterisks) and extends beyond the city limits affording connectivity to other adjacent municipalities. Major crosswalks are represented by a red box.



Inventory

The City's CDP map showing the FUTURE bike path system is shown below. It includes additional links both north and south & east and west across the city. A study is being done currently by Public Works to determine the best route for the east west connector. This includes the funded FDOT project to cross over Interstate 4



This map is prepared for planning purposes only and is not a survey.
Every effort has been made to produce and publish the most accurate information possible.
No warranties, expressed or implied are provided for the data herein, its use or its interpretation.
Contact the City of Maitland Community Development Department for all Bike Route/Protections Path System For/Quation.

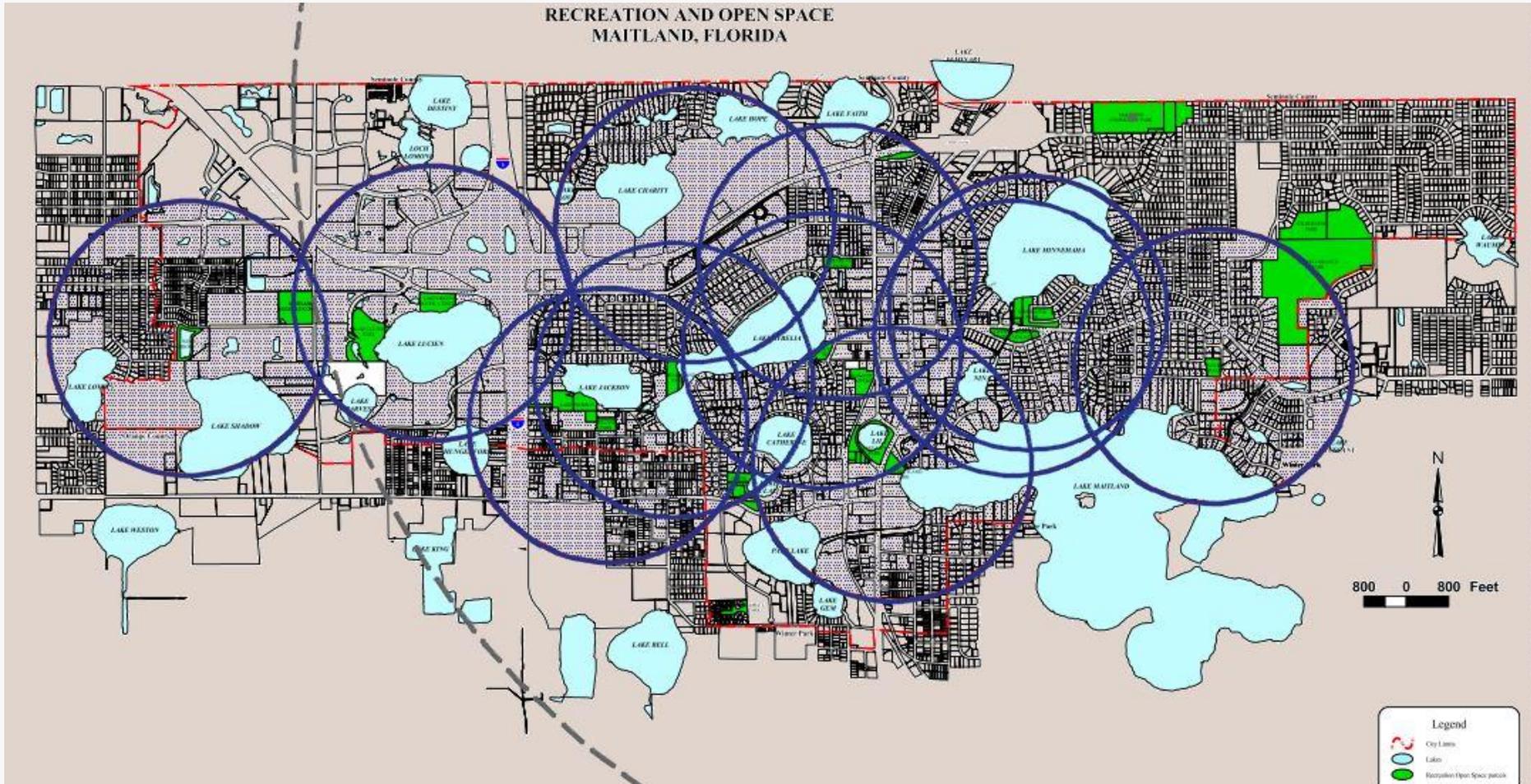
Source: City of Maitland Community Development Department, October 2004, 2010
Orange County Property Appraiser GIS-2009

©CAD-GIS/PROJECTS/CDP 2010/cdp_mapSM_2010
Layout: lmapSM_11x17
Plotted: 05.06.10 9:30am

Level of Service

The blue area of the map shows Level of Service information for a 'Neighborhood park' service area. The service radius is set in the City's CDP and a ½ mile radius is the standard distance for neighborhood park service area. A 3 mile radius is set for a community park designation and is represented by the gray dashed line. It does not represent a specialty park unless the previous master plan proposed that it be brought up to 'Neighborhood Park' standards.

This graphic readily shows the areas of the city that are currently not serviced by the City park system.



Recurring Themes

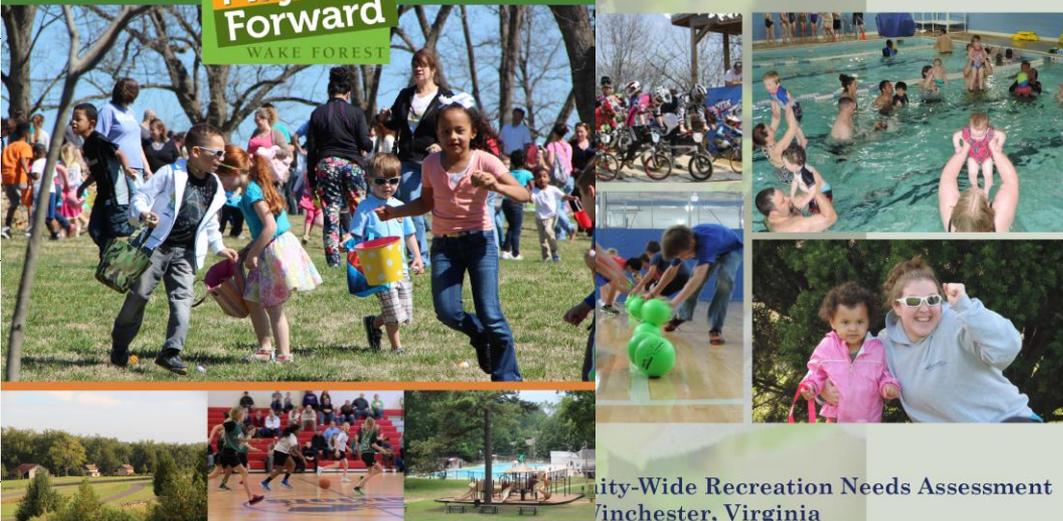
- Maintain & Improve Existing Facilities
- Trails & Connectivity
- Improve Communication
- Wayfinding signage
- Upgrade or add new amenities
- Address Deferred Maintenance
- Increase Teen, Senior Programming
- Dedicated Funding Source
- Balance between Active and Passive Recreation

Next Steps

- Draft Recommendations Presentation
- Draft Report
- Final Report Presentation

Objective 1.1: <i>Maintain existing level of service quality to citizens</i>			
Actions	Capital Cost Estimate	Operational Budget	Timeframe
1.1.a Continue the Level of Service Standard of 3 acres/1,000 population of active park land.	\$0		
1.1.b Continue the Level of Service Standard of 9 parking spaces/1,000 population for County ocean beaches and beach facilities.	\$0		
1.1.c Where population densities will support it, consider a Level of Service Standard that accounts for components within parks and a radius of .5 miles per component.	\$0		
1.1.d Consider a Level of Service Standard that removes non-County amenities in the LOS calculation such as Martin County High School, YMCA and the Golf Course when calculating the 3 acres/1,000 population for better reflection of services that are available to all county residents and not contingent on other entities or enter into formal MOUs for use of these facilities.	\$0		



Community-Wide Recreation Needs Assessment
Winchester, Virginia

2015

Parks, Recreation, and Cultural Resources Master Plan
May 2015

Thank You For Your Time !



Questions?
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